

УДК 342.7(38.48):378.141/141.5  
DOI: 10.37635/jnalsu.27(1).2020.58-70

**Володимир Кирилович Федорченко**

*Київський університет туризму, економіки і права  
Київ, Україна*

**Наталія Володимирівна Федорченко**

*Кафедра цивільного права та правового забезпечення туризму  
Київський університет туризму, економіки і права  
Київ, Україна*

## **ФОРМУВАННЯ ПРАВОВОЇ КУЛЬТУРИ ФАХІВЦІВ ТУРИСТСЬКОЇ СФЕРИ**

***Анотація.** У статті проведено аналіз стану проблем закордонної та вітчизняної системи підготовки фахівців туристської сфери, роль правової культури в підготовці туристських кадрів. Метою даної статті є формування правової культури через організацію навчального процесу для майбутніх фахівців туризму. Визначена динаміка підходів до підготовки фахівців туристської сфери та чинників сучасної перспективної, інноваційної та творчої діяльності. Розглянуто особливості туристської сфери та туристської освіти. Досліджено досвід підготовки фахівців у провідних туристських школах світу, вивчення зарубіжних програм і основних моделей навчання та доцільність його використання у практиці вітчизняних освітніх закладів туристського профілю. Обґрунтовано ідеї та системи забезпечення неперервності туристської освіти від початку до завершення службової кар'єри. Окрему увагу приділено трьом основним принципам реалізації вищої освіти (доступність, рівність можливостей, врахування різноманітності). Проаналізовано специфіку ефективності професійної діяльності туристського сектору та його взаємозв'язок з туристською професійною підготовкою висококваліфікованих фахівців, здатних конкурувати на ринку сфери послуг. Проаналізовано основні підходи до формування та етапів розвитку туристської освіти як в Україні так і в інших європейських країнах. Опрацьовані наукові праці з проблем туристської справи, зроблені висновки для використання вищезазначеного досвіду. Окреслено пріоритетні сучасні завдання організаційно-педагогічної роботи в туризмі. Проаналізовано специфіку ефективності професійної діяльності туристського сектору та його взаємозв'язок з туристською правовою культурою. Доведено важливість формування правової культури в освітній системі, в контексті провадження туристської діяльності. Обґрунтовані підстави для підтвердження актуальності завдання з розвитку правової культури працівників туристської сфери.*

**Ключові слова:** туризм, освіта, правова культура, якість підготовки, педагогічні інновації.

**Volodymyr K. Fedorchenko**

*Kyiv University of Tourism, Economics and Law  
Kyiv, Ukraine*

**Nataliia V. Fedorchenko**

*Department of Civil Law and Tourism Legislative Regulation  
Kyiv University of Tourism, Economics and Law  
Kyiv, Ukraine*

## **FOSTERING LEGAL CULTURE IN TOURISM SPECIALISTS**

**Abstract.** *The paper analyses the situation in the foreign and domestic systems of training specialists in the tourism sector, the role of legal culture in the training of tourism personnel. The purpose of this paper is to form a legal culture by means of the organization of a training process for future tourism professionals. The dynamics of approaches to the training of specialists in the tourism industry and the factors of modern perspective, innovative, and creative activity were determined. The features of tourism and tourism education are considered. The experience of training specialists in leading tourist schools in the world, studying foreign programs and basic models of training and the expediency of its use in the practice of domestic educational institutions of the tourist profile are investigated. Ideas and systems for ensuring the continuity of tourist education from the beginning to the end of a career are substantiated. Particular attention is given to the three basic principles of higher education (accessibility, equality of opportunity, diversity). The specificity of the efficiency of professional activity in the tourism sector and its interrelation with the tourism professional training of highly qualified specialists, who are able to compete in the market of the service industry, are analyzed. The basic approaches to the formation and stages of development of tourist education in Ukraine and in other European countries are analysed. The scientific works on the problems of tourism are examined, the conclusions are drawn for the use of the above experience. Priorities of modern tasks of organizational and pedagogical work in tourism are outlined. The specificity of the efficiency of the professional activity of the tourism sector and its interrelation with the tourism legal culture are analysed. The importance of forming a legal culture in the educational system, in the context of tourist activity, was proved. Reasons for confirming the relevance of the task of developing the legal culture of employees of the tourism industry are substantiated.*

**Keywords:** tourism, education, legal culture, quality of training, pedagogical innovations.

### **INTRODUCTION**

Fostering legal culture in the structure of training of tourist staff as a component of the general personality culture is provided by education. The basis of the legal culture is the system of knowledge of law as the main mechanism for the implementation of interrelations between the individual, society, and the state, which are aimed at practical implementation. The problem of fostering legal culture of specialists in the tourism sector is inextricably linked to the legal culture of society. It affects the state of development of the system of law, justice, legislation, legality, legal practice, and professional training, covers the totality of all legal values.

Both Ukrainian and foreign researchers addressed issues of fostering legal,

---

professional legal, social legal competences, legal culture, legal consciousness of students. The research of the theoretical and methodological foundations of the philosophy of modern education is covered in the scientific works of V. Andrushchenko [1], I. Ziaziun [2], N. Nichkalo [3], L. Panchenko [4], V. Fedorchenko [5], H. Mizell [6], G. Almond, S. Verba [7] and others. The issue of fostering legal culture in the tourist training system, whose activity is connected relations with people of various categories, is particularly relevant.

Probably, it has become a truism in the social sciences and humanities to confirm that we exist under the conditions of a global information society. But such statement of the situation in the society is particularly relevant to the tourism industry. Firstly, transformation societies suffer from the weakness of formal institutions, including legal ones. Therefore, we shall note the weakness of the external (in particular, not very efficient, state institutions) control over the observance of law-abiding behavior. This verdict applies to both everyday behavior and business practices. Therefore, relying solely on external oversight of regulatory compliance is unrealistic. External control must be supplemented by internal self-control, which is precisely the internal regulating function of the legal culture. Therefore, content is important, that is, culture, in other words values and attitudes that affect the real behavior of citizens and business entities. Secondly, in the context of an information society, the amount of personal data that a tourist business client must provide to a service provider is unprecedented. Most of these data are sensitive and could potentially be used in a way that would harm the privacy and interests of the individual. Therefore, there is an urgent need for a high level of legal culture in the tourism industry to ensure that clients' rights are respected and protected. We shall also note that a large number of travel agencies are quite small firms, and such organizations are unable to create efficient security services for oversight (as is the case in large financial institutions, such as banks). Therefore, to reduce the probability of misuse of sensitive personal and financial data of clients, it is very important for tourism managers to have legal culture, which would act as an internal control and motivator of law-abiding behavior.

Last but not least, the top management of the tourism industry interacts with the fiscal/tax authorities of the state and the existence of a well-established legal culture is an important factor in the fair compliance of tax and civil legislation.

Therefore, there are strong reasons to confirm the objective need to conceptualize the process of fostering legal culture in tourism professionals, since we capture the need for such academic reflection in the face of a lack of research on this subject matter.

## **1. MATERIALS AND METHODS**

A set of complementary research methods were used to solve certain tasks, achieve the goal, test the hypothesis, including:

- theoretical – methods of systematic analysis, which were used to study tourism as a socio-pedagogical system, consideration of the genesis of the didactic system; methods of causal and historical analysis, applied to identify the features of tourism development in Ukraine and training specialists for the industry at different historical stages and in the conditions of different didactic systems, appropriate for the state of modern development of the industry; methods of comparative analysis – to justify didactic systems of tourist education in foreign countries; methods of direct structural analysis – to consider the

structure and features of tourism education as a system and substantiate the model of competence of tourism specialist, model of degree tourism education; methods of theoretical analysis – upon determining the connection between the principles of training specialists in tourism and general didactic principles, including didactic justification of tourist education standards; the Aristotelian method was used in the analysis of the current state of scientific developments and legislation in the system of training of tourist personnel and proposals for improvement of legislation in this field;

- empirical – observation, modeling, pedagogical experiment.

Developing this idea, it should be noted that the leading scientists of the world, including the brilliant German thinker Max Weber, vigorously advocated rationality as an essential feature of modern society [8]. Late modern societies [9] are highly mobile in every respect, including high tourist mobility. At the same time, modernity is a society where the institution of law (as one of the main incarnations of rationality) and the orientation on the rule of law as a value, i.e. a high level of legal culture, play a key part. We are interested in the manifestations of these two social forces in the tourism field. The combination of two factors – tourism mobility and the legal culture of tourism professionals – can become a powerful impetus for the tourism industry, as clients are aware that industry representatives are guided by regulatory *modus operandi* and law-abiding behavior (precisely this type of behavior is the result of an entrenched/embedded legal culture), will be more motivated and will actively industry services.

Theoretical and methodological underpinnings are ideas that are associated with an updated research program of modernization, namely the concept of multiple moderns. This research program, initiated by V. Schluchter and S. Eisenstadt, [10] emphasizes the nonlinearity of social change and the presence of transformative modernization potential in a society outside the Western civilization area. In the context of our thinking, fosterin legal culture in tourism professionals is not only a modernization element for the tourism industry, but modernization for the society at large, as the legal culture is closely linked to the rational alignment of society.

But the use of purely theoretical and methodological constructions of representatives of the modernization (albeit updated) discourse as a basis will not be sufficient, considering the not too high position of Ukraine in the hierarchy of states within the modern world system. Therefore, the methodology of modernization analysis needs to be supplemented and dependency theory will be a useful addition [11]. Selection and synthesis of productive theoretical and methodological ideas of both the modernization approach (in formulating the program of multiple moderns) and the theory of dependence makes us avoid apologetics. We shall note that noncritical capture is counterproductive to both national/local and western/global.

Therefore, our approach avoids extremes in explaining the phenomenon of legal culture and its importance for the tourism industry.

## **2. RESULTS AND DISCUSSION**

The paper formulates a conceptual approach to understanding the process of training specialists in the tourism industry, which is closely related to working with people of different nature, age, education, religion, psychological stereotype, financial, and other capabilities. Therefore, it is crucial that all employees have a deep understanding of the

---

unity of goals, form a coherent team, are able to express friendliness, high tolerance, and professionalism towards customers, clearly perform the moral obligation in practice, mastering the achievements of jurisprudence.

Theoretical and methodological understanding of tourism, the formation of modern "tourist consciousness", which must be inherent in all subjects of the tourism process is an urgent demand of time, because this phenomenon, which in the 20<sup>th</sup>-21<sup>st</sup> centuries has become global, is one of the powerful factors that significantly affect modern civilization. What will be the consequences of this influence, positive or devastating? Social philosophers, economists, historians, geographers, country scientists, political scientists, cultural scientists, environmentalists all of whom are directly or indirectly involved in tourism, are called upon to answer this question [12].

To date, tourism is one of the most labour-intensive sectors of the economy, the most dynamic type of recreational activity. The development of tourism, as a key factor in the development of the country's economy, involves not only the creation of new jobs, but also the optimization of the wide variety of interrelated processes that require a thorough review of the situation in terms of quantitative and qualitative composition. Establishment of the system of human resources and highly professional training of tourist personnel occurs in difficult conditions of development of market relations, destruction (in many directions) of the public procurement for specialists of different educational and qualification levels, significant expansion of educational institutions of different forms of ownership. The entire spectrum of globalization processes, with consideration of the dynamics of changes in the economies of developing countries, adjusts the contrast of the processes that directly influence the formation of views on the promotion of further development of tourism education [13].

Tourism, as an extremely important socio-economic factor in world economic relations and international relations, a powerful channel of "national diplomacy", a public multicultural institution, being developed in the dialectical unity of all its constituents, forms its own social space, within which thrive interaction and competition, coherence and discrepancies, conflicts and consensus of the tourist life. Having taken a prominent place in the world economy and the international system of free communication of people, the development of popular diplomacy, tourism has become a significant indicator of the world cultural and historical heritage, which will remain important economic and cultural leverage only until we realize its intangible value, since it is impossible to solve the problems of preserving cultural and natural monuments without violating fundamental issues related to the development of tourism. The main in tourism is its cultural significance and humanistic value, which emphasizes the need to search for a "middle ground" between the economic, and socio-cultural and cognitive functions of tourism, between the protection of historical monuments from the destruction caused by the flow of unconscious tourists, and the expansion of access by civilians to cultural and natural heritage sites.

Tourist education forms specialists responsible for the holistic and civilized development of the tourist movement, capable of organizing it at the level of both individuals and communities, districts, regions, states and communities of countries and

peoples. This was reflected in the Law of Ukraine "On Tourism"<sup>1</sup>. Diversity of tourist ties and tourism activities, the complexity of the tourism economy, its extraordinary complexity as a socio-cultural phenomenon determine the system of tourism education in the world in general and in Ukraine in particular, actualize the task of generalizing the experience of domestic and foreign tourism schools; comprehension, first of all, of achievements of professional educational technologies which carry out transfer of tourist education to the modern level of professional training of personnel for tourism.

An important theoretical, methodological, and didactic issue is to substantiate the idea and system of ensuring life-long tourist education. This necessity is conditioned upon not only a wide network of multilevel tourism educational institutions, but also upon the desire to create the basis for a more sophisticated basic tourist education system for all interested people and for a radical renewal of its subsystems, effective functioning throughout the life cycle of a professional employee of this field. There is an urgent need to create a continuous, constantly updated network of structures, as well as to develop a system of programs and methods of tourism education to achieve the main purpose – "Tourism education for every specialist throughout their tourism activity". This will allow to focus on consolidating achievements, taking further steps towards eliminating the main barriers to accessing tourism education and adapting its content and methods to meet the challenges posed by current tourism practice.

For Ukraine, the issue of improving the training system for tourism professionals is of particular importance because the development of tourism is recognized as a priority of the state and society. Ukraine has good, objective prerequisites for joining the most developed tourist countries of the world in a brief time. Having a favourable geopolitical location, it has long been an intersection of transport and human flows from North to South and from West to East. At the same time, Ukraine has great tourism and recreational potential, namely: favourable climatic conditions, rich flora and fauna, an extensive network of transport connections, unique cultural and historical monuments, a well-developed travel industry and hospitality system.

Ukraine is one of the first countries to launch National Tourism Day, and several of its organizations, including the Kyiv University of Tourism, Economics and Law (KUTEL), are members of the World Tourism Organization Business Council (WTO BC). Speaking of which, KUTEL specialists took part in the preparation of the State Program for Tourism Development for 2002-2010, the drafting of the Law of Ukraine "On Tourism"<sup>2</sup> and other regulations, which are intended to stimulate the further development of the tourism sphere. Tourism can significantly influence the acceleration of economic and social development of the state. After all, over 50 branches of the national economy belong to the tourism sphere – agro-industrial complex, transport, industry, etc.

Tourism is a priority area of economy and culture, where services play a key part. In the context of tourism development, the success of tourism companies and hotel companies depends on how well their services meet the quality standards [14]. The dynamic development of tourism in Ukraine necessitates the improvement of the quality of training, provision of hospitality by specialists who would meet international standards in the field

---

<sup>1</sup> Law of Ukraine "On Tourism". (2018, November). Retrieved from <https://zakon.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80>

<sup>2</sup> *Ibidem*, 2018.

---

of services. Therefore, content formation according to the requirements of education is an important scientific problem of professional training of specialists in tourism. Positive tendencies in the diversification of professional tourism education are aimed at overcoming contradictions, among which are: lack of scientific and theoretical substantiation of the specificity of training of specialists for the tourism industry in a particular professional direction; orientation of the modern content of professional tourism education mainly on the conventional concept, the priority of which is knowledge instead of focusing it on personal and professional orientations, insecurity of system connection between the problems of modern pedagogical science and theory and practice of tourism.

The study of the experience of training specialists in the leading tourist schools in the world, studying foreign programs and basic models of study convincingly proves the feasibility of its use in the practice of domestic educational institutions of the tourist specialization [15]. In education, same as in the country in general, there are significant changes. While retaining the best achievements of national pedagogy, Ukrainian education continues to acquire new features. Its development, in fact, and of society at large, is not without its contradictions and difficulties. The key to this process is the tendency towards dynamism and modernization. Significant steps have been taken to build a national education and democratization system. These include the development of a new legislative framework for the industry; creation of national textbooks and pedagogical press, updating of the content of education, first of all in the social and humanitarian field, variability of the network of educational institutions and educational and professional programs. Much has also been done to promote the humanistic values of education, its focus on personality development.

Both Western and domestic hotels that are opened in Ukraine, representative offices of foreign airlines and travel companies need qualified staff, mainly with Western standard of education and experience abroad. Swiss education is a standard in hospitality and tourism management. In little Switzerland run dozens of hotel and tourism management schools. All of them are private. Government permission to open a school is not required. Theoretically, to work, the school does not need special accreditation: the owner determines the program, level, and quality of teaching. In practice, the school just needs to have recognition and a solid reputation. In Switzerland, tourism and hospitality associations often open professional schools, although there are many old schools with traditions and history, which are highly respected and highly rated. For every school, it is vital that its diplomas receive certification from reputable organizations for this purpose to be accredited. A federal or cantonal state commission on education, including a public or private university, can inspect and accredit a school [15].

Most top-level executives working in the hotel industry of the world are alumni of Swiss schools. Manager is a remarkably prominent position. After graduation, the graduate may apply for the position of Assistant Manager in a particular sector of the travel industry. Assistant Manager is also a high, honorable, and well-paid position, and one can become a manager only after a few years of work. More than a hundred years ago, the first hotel management school – The Ecole hôtelière de Lausanne (EHL) – was launched in Switzerland (Lausanne). It is one of the most renowned and respected hotel management schools in the world. Its mission is to educate students seeking to reach the pinnacle of a career in the international tourism industry, especially in leading hotels, restaurants, and

hotel chains [16]. Lausanne educators are looking for mature, able-bodied, and hard-working students who demonstrate a desire for leadership and the ability to work as a team. The Lausanne School requires real student motivation and arduous work. It helps students to develop interchangeable skills that will facilitate their adaptation to new conditions. Continuous attention to academic and practical training enables Swiss teachers to ensure that graduates are competent in their work and bring immediate economic impact to the workplace. They also take care to foster in students an open and tolerant attitude towards diverse cultures, the ability to appreciate the traditions, values, and art of different civilizations [15].

Characteristic features of the system of training of tourist personnel in view of foreign experience are as follows:

- orientation towards the type of personality, open, energetic, and outgoing, which feels at ease in any social environment;
- development of leadership talents and ability of the graduate to work well in a team;
- planning the career of a graduate student in the learning process;
- fulfilment of the international status of training programs in the field and specialties of hospitality management and strategic management;
- compulsory bilingual teaching of professional and specialized courses and disciplines;
- formation of interchangeable management skills adapted to the specific conditions of future professional employment;
- parallel acquisition of management skills and acquisition of applied knowledge in hospitality;
- development of professional training in the workplace based on pre-university training, using foreign internships integrated into the educational process;
- introduction of a professional module of education, i.e. improvement of the multicultural character of specialized training of a specialist who chooses one of the types of academic program in the course of study or undergoes a two-stage procedure of admission and enrollment for training [15].

An analysis of the practice of training tourism workers in Western European countries leads to the conclusion that in most developed countries there is a "binary" system of higher education, where, alongside the university sector, there are numerous specialized institutions. Among European countries, the "binary" higher education system is in Belgium, the United Kingdom, Greece, Denmark, Ireland, the Netherlands, Norway, Germany, France, Switzerland, and several countries. In contrast to the "binary" there is a "unitary" system of higher education, consisting only of universities (Italy, Spain, Finland, Sweden) [16]. The priorities of organizational and pedagogical work in tourism are outlined, including: modernization of the management system; intensive transfer of pedagogical functions and powers to all levels of tourism education, openness, accessibility, and competent organization of the pedagogical process and tourism business; discussion-problematic method of considering training programs; determination of the personal responsibility of each teacher in the specialty and profile of specialist training; enhancement of pedagogical and managerial culture of specialists; in-depth educational practice of employees and functionaries in tourist and public teams; linking the staff to the tourist community based on high professionalism, hard work, accessibility, and respect for

---

education [15]. Priorities in the training of tourism personnel in Ukraine were identified in the context of European integration, because the socio-economic development of the world requires continuous specialist training.

The methodological basis of the study was a provision substantiated by Academician I.A. Ziaziun concerning the "relation of continuous professional education to the individual, to the educational process, to programs, to organizational structures. In the first case, this concept means that a person learns constantly, without relatively long breaks, or in educational institutions, or is engaged in self-education". As for the organizational structure, continuity implies the existence of a network of educational institutions offering educational services, ensuring the connection and continuity of programs designed to meet the demands and requirements of the population [17; 18].

The essence of the principle of continuous tourism education is to understand the educational system as a holistic one, covering all the links at various stages of life of a person's professional growth. Scientists identify the following main areas of work with personnel: professional orientation of youth, professional selection, recruitment, adaptation of employees, placement and retraining of staff, professional development, professional work ethics, stabilization of personnel, enhancement of moral and material labour incentives, understanding the specificity of competitiveness, development of tourist activity of employees, psychological readiness for such difficult business as customer service, formation of high legal culture [17]. This global issues is addressed by researchers at the Kyiv University of Tourism, Economics and Law, where the educational process is subordinated to the main purpose – to form a new generation of tourism professionals based on systematization and understanding of existing tourism practices [17].

The professional culture of the future tourism manager is reflected in the behavior of the specialist, in communication, technology of conflict resolution, organization of activity, compliance with management requirements. One of the main aspects of the activity of tourism manager is communication, which acts as the main tool, method, and content of the activities of future tourism managers. The personality and creative component of fostering professional culture is manifested in variability, initiative, ingenuity, unconventional decisions and behavior in professional interaction. In their interaction, the structural components form the system of professional culture of the future tourism manager [5]. In the modern educational space, higher education is used not only for the transfer of special knowledge, but also for the development of the student's personality as a future specialist, characterized by completeness of knowledge, skills and certain outlook, life attitudes, values and characteristics of professional behavior. Therefore, the main task of a teacher of a higher education institution is to provide the student with knowledge, to develop professional skills and to involve them in communication [18; 19].

Regarding the general concept of legal culture, American scientist David Nelken gives the following definition: it is "a way of describing relatively stable models of legal-oriented social behavior and attitudes... Legal culture is about who we are, not just about what we do." [20]. In our view, it is appropriate to compare legal culture and political culture. Studies of the classics of political and social science in the second half of the 20th century (especially of those who worked within the framework of a modernization research program, such as G. Almond and S. Verba), have shown that in modernizing/developing

countries, attention paid exclusively to formal political and state institutions is insufficient to understand the *modus operandi* of these political systems [21; 22]. Content, i.e. culture is important, or, in other words, values and attitudes that affect the real behavior of citizens and politicians. We shall provide an illustrative example. In Britain, there is no formal legislation that would prohibit a monarch from appointing a prime minister according to their subjective desire. That is, formally, a British monarch can appoint any person to the liking of a king/queen as prime minister. However, British democratic political culture contributed to the elaboration of an informal convention, under which the monarch instructs the government to form the leader of the winning party in parliamentary elections. Instead of this, we see how in the territory of post-Soviet Ukraine persons who lead the anticorruption bodies may be in the Unified State Register of persons who committed corruption or corruption-related offenses [23].

That is, anti-corruption officials commit corruption, and this does not have any consequences for them, since the political culture of politicians in Ukraine is low. Thus, we see that a culture that is inherent in a particular social sphere and professional activity (as a policy in our example) has a very serious impact on the behavior of individuals and groups involved in the field. In tourism management, the presence legal culture in subjects of this sector, which for our purposes can be defined as awareness of the legislation and law-abiding behaviour, is extremely important. Tour operators, in the process of providing their services, gain unprecedented access to their customers' personal and financial data (passport data, telephone numbers, customers' home addresses, including their credit card and bank account numbers, etc.). Considering the fact that a large number of tourist operators are quite small firms, it should be understood that such organizations do not have the capacity to create large-scale and effective security services to control the actions of their employees (as is the case in large financial institutions, such as banks). Therefore, to reduce the probability of abuse of sensitive personal and financial data of clients, it is especially important that legal culture managers have the role of internal control and motivator of law-abiding behavior. Future tourism managers must shape the legal culture while studying in higher education institutions.

The same conclusion can be extended to hospitality management representatives who also have unprecedented access to information about their customers. It is useful to have an elevated level of legal culture in tourism managers and to advise clients before arranging a trip. Each country has its own legislative characteristics, neglecting which can lead to dire consequences. For example, in Thailand, drawing on local currency notes is a crime (maximum punishment is imprisonment of up to 5 years), because it is regarded as disrespect for the monarch whose portrait is in Thai money. In Singapore, for some offenses, such as hooliganism, flogging is stipulated. Only with the presence of legal culture tourism managers will they be motivated to get acquainted with the legal systems of the countries to which their clients travel, and will be able to provide tourists with advice on what would be the appropriate behaviour of travelers so as to not violate the law of the country they travel to.

## CONCLUSIONS

Summarizing the above, we have reasonable grounds to confirm the relevance of the task of fostering legal culture of employees of the tourism industry. Having a legal culture will

---

enhance the quality of services rendered and the safety of clients. Analyzing the scientific literature on fostering legal culture in tourism and hotel professionals, we conclude that this should be dominated by a practical and applied approach aimed at deep legal training of future tourism and hospitality workers. Emphasis is placed on shaping the legal culture of tourism industry employees and using it in practice to communicate with clients.

In a globalized educational space, focus should be placed on the development of the student's personality as a future specialist, who must possess the necessary amount of knowledge, skills, abilities, modern outlook and values and characteristics of professional behavior to successfully perform their professional responsibilities.

Certainly effective methods in the system of training of tourist personnel, apart from the conventional disciplines of legal nature ("Professional and corporate ethics", "Legal regulation of tourist activity", "Legal regulation of tourism and hotel business"), is to include the following disciplines in the curricula training of future specialists in tourism: "Legal Culture of Tourism Specialists", "Fundamentals of the Diplomatic Protocol", and "Consular Service Fundamentals".

## REFERENCES

- [1] Andrushchenko, V.P. (2012). *Reflections on education: philosophy and methodology*. Kyiv: Lesia.
- [2] Ziaziun, I.A., & Nichkalo, N.G. (Ed.). (2003). *Pedagogy and psychology of professional education: research findings and perspectives*. Kyiv: Naukova Dumka.
- [3] Nychkalo, N., Ziaziun, I., Pukhovska, L., Huzii, N., & Zadorozhna, L. (2005). *Pedagogical skills: problems, searches, prospects*. Kyiv, Hlukhiv: Editorial and publishing department of the Hlukhiv State Pedagogical University.
- [4] Panchenko, L.F. (2011). *Information and educational environment of the modern university*. Luhansk: Publishing House of the State Institution "Taras Shevchenko Luhansk State University".
- [5] Fedorchenko, V.K. (2004). *Theoretical and methodological principles of training specialists in tourism*. Kyiv: Publishing House "Slovo".
- [6] Mizell, H. (2010). *Why professional development matters*. Oxford, OH: Learning Forward.
- [7] Almond, G., & Verba, S. (1963). *The Civic Culture: Political Attitudes and Democracy in Five Nations*. Princeton: Princeton University Press.
- [8] Weber, M. (1978). *Economy and Society*. Berkeley: University of California Press.
- [9] Beck, U., Giddens, A., & Lash, S. (1994). *Reflexive Modernization: Politics, Tradition and Aesthetics in the Modern Social Order*. Oxford: Blackwell.
- [10] Malcev, V.A., Lutovinova, N.V., Glazkova, L.V., Kuleshov, G.N., & Burmistrov, I.A. (2017). The insurance as an adequate method of risk minimization in tourism activities. *Man in India*, 97(25), 37-48.
- [11] Cardoso, F.H., & Faletto, E. (1979). *Dependency and development in Latin America*. Berkeley: University of California Press.
- [12] Sun, G., & Zhao, L. (2017). Models for evaluating the developing performance of tourism economy with intuitionistic fuzzy information. *International Journal of Knowledge-Based and Intelligent Engineering Systems*, 21(4), 257-263.

- [13] Sun, S., Liu, Z., Law, R., & Zhong, S. (2017). Exploring human resource challenges in China's tourism industry. *Tourism Recreation Research*, 42(1), 72-83.
- [14] Fedorchenko, N.V., & Kaminska, N.S. (2019). Contractual obligations for the provision of tourist and hotel services in Ukraine. In: N.V. Fedorchenko, I.M. Minich (Eds.). *Prospects for tourism development in Ukraine: a collection of articles on the anniversary of V.K. Fedorchenko* (pp. 67-77). Ternopil: Pidruchnyky i posibnyky.
- [15] Fedorchenko, V.K. (2004). *Theoretical and methodological principles of specialist training in tourism* (Doctoral dissertation, Academy of Pedagogical Sciences of Ukraine, Kyiv, Ukraine).
- [16] Fedorchenko, V.K. (2019). *Foreign experience in tourism education*. In: N.V. Fedorchenko, I.M. Minich (Eds.). *Prospects for tourism development in Ukraine* (pp. 6-21). Ternopil: Pidruchnyky i posibnyky.
- [17] Fedorchenko, V.K. (2018). *Problems of development of tourist education in Ukraine. Education and society*. Kyiv: Council of Rectors of the Kyiv University Center.
- [18] Huang, S. (2016). Laws and regulations shaping outbound tourism: The case of China. *Bridging Tourism Theory and Practice*, 7, 21-38.
- [19] Tang, C.F. (2018). The impacts of governance and institutions on inbound tourism demand: Evidence from a dynamic panel data study. *Asia Pacific Journal of Tourism Research*, 23(10), 1000-1007.
- [20] Hernández, J. M., & González-Martel, C. (2017). An evolving model for the lodging-service network in a tourism destination. *Physica A: Statistical Mechanics and its Applications*, 482, 296-307.
- [21] Tuhtan Grgić, I., Bulum, B., & Petit Lavall, M.V. (2019). The influence of European Union law on certain national solutions regarding the concessioning of nautical tourism ports. *Revista De Derecho Comunitario Europeo*, 2019(63), 489-535.
- [22] Khamung, R., & Hsu, P.S. (2017). Integration of active learning with leadership styles: Teaching of ethics and laws related to tourism and hospitality industries. *Organizational Cultures*, 17(4), 1-19.
- [23] Unified State Register of persons WO committed corruption or corruption-related offenses. Retrieved from <https://corruptinfo.nazk.gov.ua/>

### **Volodymyr K. Fedorchenko**

President of Association of Educational Institutions Training  
Staff for Tourism and Hotel Industries of Ukraine  
Honoured Specialist in Culture of Ukraine  
Doctor of Pedagogical Sciences, Professor, Rector  
Kyiv University of Tourism, Economics and Law  
02192, 26 General Zhmachenko Str., Kyiv, Ukraine

### **Nataliia V. Fedorchenko**

Doctor of Civil Law, Professor  
Head of the Department of Civil Law and Tourism Legislative Regulation  
Kyiv University of Tourism, Economics and Law  
02192, 26 General Zhmachenko Str., Kyiv, Ukraine

---

**Suggested Citation:** Fedorchenko, V.K., & Fedorchenko, N.V. (2020). Fostering legal culture in tourism specialists. *Journal of the National Academy of Legal Sciences of Ukraine*, 27(1), 58-70.

Submitted: 24/09/2019

Revised: 12/12/2019

Accepted: 17/02/2020